

ABSTRACT

Buying items through electronic commerce via the Internet has achieved widespread popularity. Items can typically be purchased over the Internet with, considerably less effort than purchasing them using conventional means. Electronic commerce is far from ideal though in that delays may be encountered in the transferring of data that is necessary to facilitate the electronics buying experience. An E-merchant's computer may be inadequate, or overburdened by a heavy shopping load and consequently data transfer speed can suffer to the point where buyer actually abandon the partially completed purchase order. To solve these problems, a Brand Blaster (BB) method of commerce is introduced which locates the functionality of E-Commerce website to a user's PC because the entire E-Commerce experience is located on user's computer. Any delays are minimized and the shopping experience is enhanced. Additionally new functions can be considered because previous delays inherent in E-Commerce transactions are greatly reduced or eliminated.